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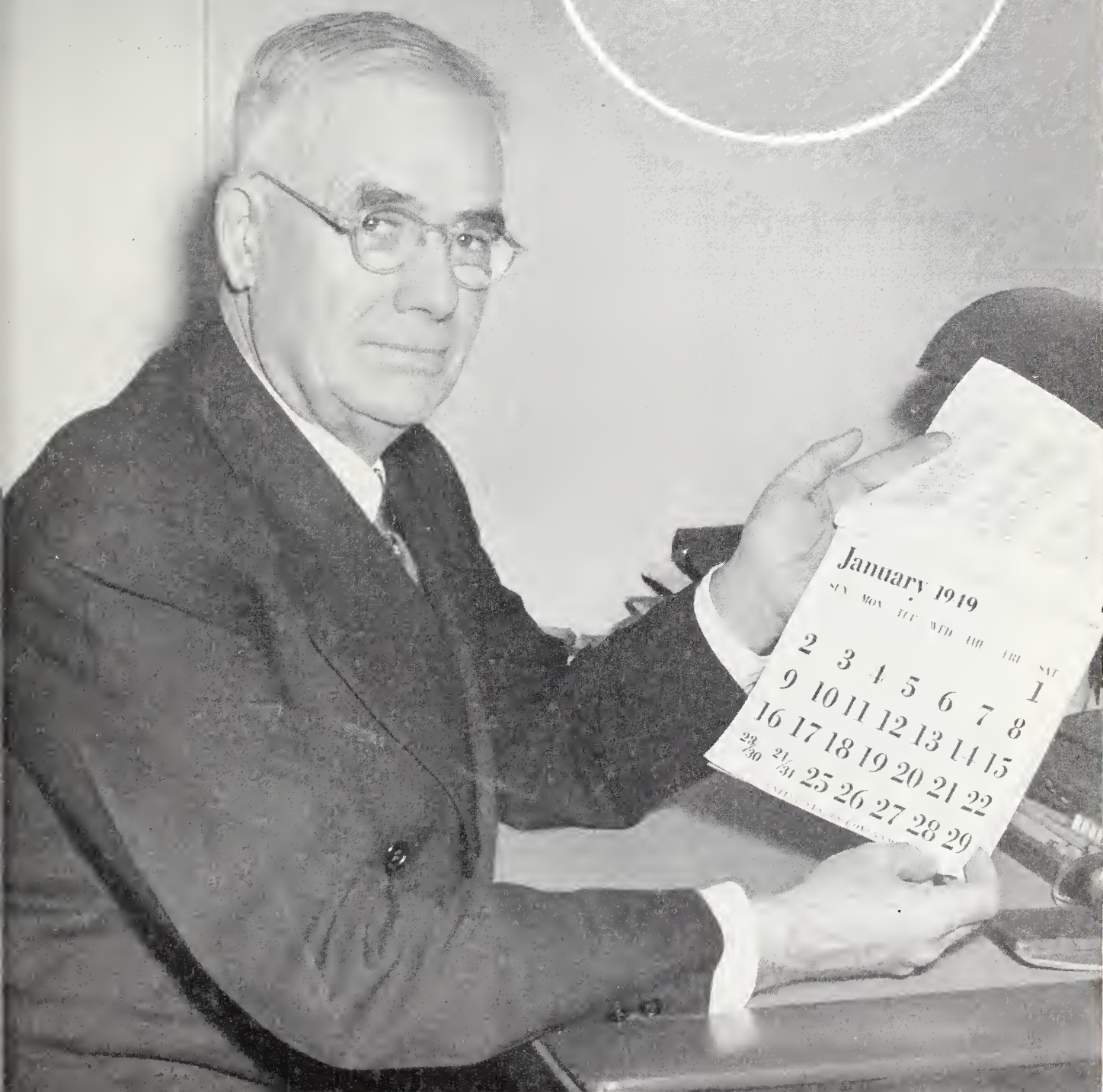
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1949 *Challenges Extension*
page 3

VOL. 20 • JANUARY 1949 • NO. 1

EXTENSION SERVICE

Review



• Mrs. Kathryn Van Aken Burns' talks on professional improvement have inspired home demonstration agents in many States as well as in her own State of Illinois. For the February issue, she writes some challenging thoughts on our place in the total educational scheme.

• The agents in Coos County, N. H., are convinced that working together as a family offers hope even in such big things as world peace. They believe that the extension agents in the county are a family, too. How they worked out their idea is told in an article signed by all four agents.

• A tricky marketing problem presented by eastern cantaloupe growers in handling this highly perishable and seasonal fruit is featured in a Maryland article.

• Since the office itself is often the first and best public relations contact an agent has, an Indiana story features a series of nine 1-day district meetings on office problems attended by both agents and secretaries.

• How a radio program on safety was staged with sound effects in Arizona will be described by Joe McClelland, Information Specialist there.

• Milking Machine Clinics fitted the needs of Pennsylvania farmers as told by I. E. Parkin, Extension Dairy Specialist.

• "Our work in marketing is intended to add the second story to our extension structure, the first being production" begins an article on Alabama's marketing program by Director P. O. Davis.

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EXTENSION SERVICE
Review

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COOPERATIVE EXTENSION SERVICE
U. S. DEPARTMENT OF AGRICULTURE
WASHINGTON 25, D. C.

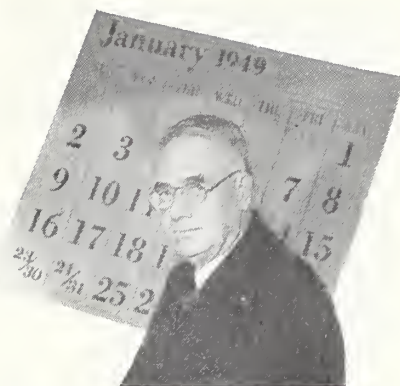
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1949 Challenges EXTENSION

M. L. WILSON,
Director of Extension Work



IN THE past year cooperative extension work has received an unprecedented amount of favorable recognition. Such favorable opinion is a good sign; but public esteem also carries with it increasing responsibilities. Our job is to keep extension programs moving forward in helping to guide and inspire rural people to take practical action on their problems. The dynamic forces of science have thrown many problems into our lap.

We are fortunate in being part of an educational system that is unique in the world. The land-grant colleges and the United States Department of Agriculture combine in bringing together a wide variety of scientific knowledge that is geared to the many special needs of rural families. In the words of President John Hannah of Michigan State College, this cooperative system is "thoroughly American and thoroughly democratic. Programs carried on by the extension services and experiment stations through the land-grant colleges show what can be done with the pooling of Federal, State, and local funds and ideas in the interest of the common good."

Because the majority of us represent this cooperative system at focal points closest to rural families, we should start the new year by making a careful study of the Joint Committee Report on Extension Programs and Policies and Goals, submitted after 2 years of study by a distinguished committee of which President Hannah was chairman.

After reading this new document, now available in printed form, every extension worker will do well to re-study the Postwar Agricultural Policy

Report prepared by the Committee on Postwar Agricultural Policy of the Association of Land-Grant Colleges and Universities and issued in October 1944. A companion document was the Report of the Committee on the Scope of Extension's Educational Responsibility, issued by the departmental office of the Extension Service in January 1946. I hope that all State extension services will give much thought and study in 1949 to the three reports I have mentioned as they apply to all phases of extension work, including organization, administration, and program planning.

I have a feeling that, in 1949, we will move forward rapidly in developing a pattern for recruiting prospective extension workers. If research in many phases of agriculture and homemaking continues to grow at its present rate, we may expect a corresponding increase in the need for capable extension personnel. In the past few years I have seen more and more outstanding 4-H Club graduates enter college in preparation for an extension career. That is promising. I hope that it will be possible to attract more and more of our outstanding 4-H'ers to the land-grant college campuses for special training in extension work.

Lay Out a Plan for Study

The need for graduate training in extension work is increasing rapidly. The extension man or woman called on to be a leader and teacher in a day when science is so definitely a part of our farming and rural living should lay out a plan for his or her continuing study.

Among the extension programs for which I believe there will be a greatly

stepped-up activity in 1949 are those in marketing. Many farm people and farm organization leaders are just beginning to comprehend the true significance of the Research and Marketing Act of 1946. Great progress has been made in the past year, and in 1949 we may see more developments on the consumption side of the marketing program. These programs will be watched closely by the public. Pilot programs have been run, and this year we may expect definite results and patterns to take shape.

An Obligation for Peace

The year 1949 will see a broadened activity in the field of discussion programs on international problems. I fully appreciate the anxiety which the public feels, not only about the success of the United Nations but about maintaining peace in the world after the hard-fought war we have just been through. We all hope for peace, and we don't have reason yet to give up this hope. However, to be sure that we win it and keep it won, the responsibility rests heavily on extension workers to get rural people to take an enlightened interest in the facilities offered by the United Nations for maintaining peace.

Rural health education is one of the extension fields in which the Extension Service will be called on increasingly to provide educational assistance. Rural people recognize that opportunities for medical services and health protection in the country are far below those enjoyed in the cities. Farm organizations have gone on record as demanding im-

(Continued on page 11)

KANSAS GOOD WILL

spans mountain and sea

The ideas of UNESCO are featured in all home demonstration groups. Packages of food and clothing, pen friends, pageants, and the adoption of a whole Dutch town by a Kansas county are some of the means used.

KANSAS does not face Europe across the sea. Instead, she lies very near the center of a vast continent, with rivers, mountains, and oceans between. Yet she has succeeded in bridging these barriers with the hand of good fellowship to join with war-torn countries of Europe in rebuilding their homes and institutions. A flourishing UNESCO (United Nations Educational, Scientific, and Cultural Organization) has accomplished this, and extension agents have been playing an important role in the organizational and educational aspects of UNESCO.

Home demonstration agents in particular have not only spearheaded the organization of county-wide UNESCO councils but have also been a dynamic force in arousing interest of the 33,687 home demonstration unit members to take some personal part in working toward peace and understanding.

Each of the 1,619 units in Kansas devotes at least one monthly meeting to the study of UNESCO. The June 1948 State assembly of the Kansas Home Demonstration Council unanimously voted to affiliate with the State UNESCO commission.

A large percentage of the county achievement days last fall were built round the UNESCO theme. The Lyon County program was a typical example: "Approximately 350 women attended the afternoon program which was centered on an UNESCO theme. Twenty-eight exhibits by the units included heirlooms and souvenirs from other countries * * *. The program consisted of group singing of foreign songs, a Peruvian dance, talk on China, and a talk on UNESCO. As members of the Associated Country Women of the World, the women contributed to the 'Pennies for Friendship.'"

Homemaker and 4-H camps carried out the UNESCO idea—with campers divided into various countries to study the culture, geography, economics, and government of the country assigned them. Pageants, round-table discussions, exhibits, musicales, special speakers, and UNESCO films—all were media used to tell the story of other lands and other peoples.

The 12 Kansas homemakers who were delegates to the international meeting of the Associated Country Women of the World in Holland during the fall of 1947 have been particularly active in promoting international friendship and understanding. Most of these women are now a part of the State UNESCO speakers' bureau.

3,000 Packages Sent

Besides this educational work, more than 3,000 packages of food and clothing were sent abroad. One group alone sent 1,000 pounds of clothing. The home demonstration groups of McPherson County, under the leadership of Ida Hildibrand, home demonstration agent, support the Finnish family of 11-year-old Iris Karpenen.

It was a Kansas home demonstration agent, Mrs. Faith C. Stone, then located in Finney County, with headquarters in Garden City, who laid the ground work for the organization of the first county UNESCO council in the United States—in Finney County in June 1947.

Now this council represents more than 100 organizations and is considered one of the most forward-looking in the country. A colorful pageant, "Mother of Peace," put on by Finney County unit members was given recognition at the UNESCO seminar at Lake Success this summer.

Since that time Mrs. Stone has been influential in organizing a UNESCO

council in neighboring Lane County where she is now employed. She and Leslie Frazier, Lane County agricultural agent, are members at large of the executive board of the council.

Mrs. Margaret Mauk, Saline County home demonstration agent, as temporary chairman of the Saline County UNESCO committee, did an outstanding job in organizing a county-wide UNESCO meeting that resulted in the formation of one of the strongest county councils in the State. More than 600 persons, representing 154 organizations, attended the mass meeting.

Dutch Town Adopted

Adoption of the town of Zevenbergen, Holland, by Neosho County, Kans., has resulted in a united collection of clothing, food, textiles, and soap. Mary Ruth Vanskike, home demonstration agent, was elected secretary of the county council; and Lester Shepard, agricultural agent, is on the board of directors. During June all units and 4-H Clubs cooperated in the collection of feed sacks and sewing materials.

A fine library of information about Holland has been developed. Schools plan Dutch Days. A shipment of tulips from Zevenbergen will be planted in school yards.

The responsible position of program chairman of the Nemaha County UNESCO council is held by the home agent, Marguerite Mason.

County agricultural agents who are serving either as chairmen or vice chairmen of the county UNESCO councils include: Julius Binder, Rush County; V. S. Crippen, Seward County; C. W. Vetter, Atchison County; and Warren Dewlin, Phillips County.

At the present time 38 Kansas counties are organized into councils. Six State colleges have functioning councils. The first to be organized was Kansas State College at Manhattan, whose president, Milton S. Eisenhower, is chairman of the National Commission for UNESCO. The first State UNESCO council in the country was held in Wichita, Kans., in December 1947. The first regional UNESCO council was held in Denver in the spring of 1947.

CONSERVATION ACRES

a model farm

M. A. (Matt) Thorfinnson, extension soil conservationist in Minnesota, had the idea of the miniature farm demonstration when mulling over in his mind ways of teaching soil conservation at a 4-H camp. He thought of the expensive model farm exhibit built for the State fair and just then happened to pass a miniature golf course. Combining the two, he had his idea.



SUCH soil conservation terms as "terracing" and "contouring" have a crystal-clear meaning to the Minnesota boys and girls who attended the 4-H conservation camp at Itasca State Park in September.

4-H Club girls, as well as boys, at the conservation camp received a good, first-hand working knowledge of soil-saving practices by helping build a model conservation farm, complete with wood lot, waterways, strip crops, contours, and crop rotations.

The entire farm, except for farm buildings and fence posts, was built to scale. Length and percentage of the field slopes were carefully measured and the proper soil-saving practice applied. Where contours were needed they were run with a rod and level, in the same manner as any full-sized field would be properly laid out.

Matt Thorfinnson, extension soil conservationist, spent 2 days before the camp started getting an area 25 feet square cleared of brush and tree roots and the slopes and valleys properly shaped. Good black soil was used in the bottoms, with thinner, washed dirt on the hills so that the conservation and rotation problems would be justified as to land use. A land use capabilities map was made.

Before the 4-H boys and girls actually began their conservation job, Matt explained the problem, pointing out the length and grade of slopes, soil types and capabilities, and prescribed a proper 4-year rotation for the tillable fields. The poorest corner of the farm was to be made into a wood lot. On the steeper slopes strip cropping was decided on. The longer slope was terraced, with the steepest and worst-eroded portion below planted to trees.



In the hills above Lake Itasca, among the headwaters of the Mississippi which carries away unbelievable amounts of good farm land every year, the youth of Minnesota learned how to conserve the soil by building to scale a model farm called "Conservation Acres."

Large photographs of problem areas over the State, with their proper solution, were used to illustrate Matt's talk and to give the workers an idea of what various soil-saving jobs were involved in their project.

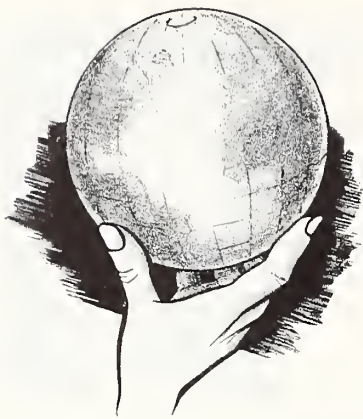
The boys and girls were divided into 3 main groups of about 35 each, with each group given a daily morning work period of 45 minutes. As the groups came to work they were divided into committees, just as are Minnesota farmers who take part in full-fledged farm-remodeling field days. Each committee had a special job such as woodland, shelterbelt, pasture, terracing, contouring, or swine sanitation, with a county agent or a club leader in charge. Even a wildlife shelter was included, with care being taken to have bird and game cover from woods to stream to fields.

Each day the committees were re-assigned so that as many boys and

girls as possible learned different jobs. The few members who weren't used elsewhere were sent into the woods to locate berries, shrubs, and ferns to be used as garden tomatoes, carrots, and other table crops.

A naming contest was held, and a \$5 prize was given by 4-H Leader A. J. Kittleson for the winning name. Barbara Sells, Rock County, who incidentally is the daughter of one of the soil conservation district supervisors, won the prize with her suggestion, "Conservation Acres."

"One of the most wonderful projects I have ever seen," was the way Clara Oberg, Ramsey County 4-H Club leader, put it. Gilbert Tews, Nicollet County 4-H delegate to the camp, felt that it "was the most enjoyable and educational part of the whole camp to me."—Robert G. Rupp, *Extension Information Specialist, Minnesota.*



Learning HOW TO LIVE

Home demonstration work in 1948 needs to offer an active program, both in living and making a living.

MAY CRESSWELL, State Home Demonstration Agent, Mississippi

SCIENCE continues to discover, to improve, to discard, and to explore, with varying effects on modern living. Those who receive maximum benefit from scientific experimentation are awake, alert, sitting on the front row. They know the inside story of scientific research, of prices and markets, of the workings of the Government and the state of the world. How many know the ropes well enough to get a seat in the front row or even to find out the things they need to know about living and making a living from the back row? There are many who need help and have a right to expect it. It is up to us, the leaders, to keep up with the times, to broaden our sympathies and improve our understanding of the moral and physical needs of people so we can give this help.

Rural leadership through home demonstration work did much to awaken Mississippi to our outrageous health conditions and to the crying need for a hospital plan and for better medical service. This is one good example of what organization can do. Our future task will be to keep people informed in order to overcome suspicion and superstition so that families most in need of help may enjoy these benefits. Maintaining a system of hospitals, educating and keeping doctors to serve rural communities and to staff hospitals, convincing the needy and the inexperienced that health protection is possible and available—that is Mississippi's health job. No system of public service is likely to be kept clean and fair and workable unless the people are in touch—understanding, supporting, and participating.

There is a similar piece of work to be done in correcting some very unhealthy social conditions. We need to consider some of the causes of mental and emotional illness. We are not making good in providing recreation for rural young people. In many localities they cannot even get books to read. Every neighborhood needs a tennis court or a swimming pool, a library, a baseball diamond available for small fry, and a "teen tavern" where youth can dance and sing and eat under proper supervision. Opportunity for happiness, for development, and for usefulness is their right. Fifty percent of the hospital beds available are used for the mentally ill—mostly for hopeless cases. Education for responsible parenthood could have saved some of these people. Boys and girls will need strong bodies, sound minds, and steady hearts if they are to live and find happiness in this fast-changing world.

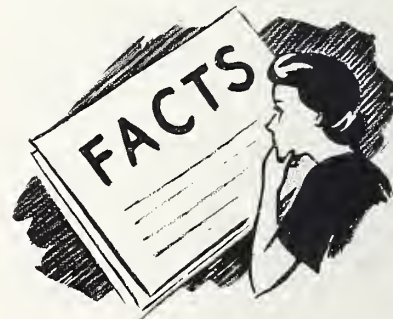
Prejudice Must Be Conquered

Hope for peaceful and fruitful living in the world sometimes looks dim. This is one of those times. But each time the nations try to organize against war and greed and brute force, some progress results. Can we keep hoping? If we know the past and open our eyes to see some of the changes that are under way, perhaps we can.

What is the greatest obstacle in the way of peace and the attainment of life as we believe it could be lived? Is it prejudice—personal, national, religious, racial? Can we free ourselves from the chains of prejudice and selfishness? We abhor the things that happened when nations descended to

the level of the beast because of greed and racial prejudice. Might that not happen to any nation—even to ours—if all the people suddenly began to act on some of the personal hates and prejudices which you have heard carelessly expressed by individuals? As leaders, as honest people, and as advocates of progress, shall we more insistently demand the facts before we form opinions? Do we dare study situations at our own doors in the light of decency and fairness and human kindness and Christian charity?

Each home demonstration group should, this year, add something to the program to broaden and deepen its meaning. Each should do something about clean, safe places for children and young people to play together. Each member should read at least one book on *Living Together in the Family*. Each community should let young people do something to help them feel useful and needed and appreciated. Each individual needs to think further about hungry children in Europe and sad, embittered, hopeless families all over the world. We are living in the world. If we had done a better job of living, perhaps the people of the world might be safer and happier and more hopeful.



North Dakota Gears in with Missouri Valley Development Program

T. W. GILDERSLEEVE,

Extension Editor, North Dakota

ABOUT 3 years ago the North Dakota Extension Service woke up to the fact that North Dakota was slap-bang in the middle of a major agricultural development.

That big change in the farm picture of the State was being brought about by the huge Missouri River basin "operation" which promises to affect the whole area drained by and adjacent to the Missouri River.

Fortunately, that big change was something that was not scheduled to appear overnight, which gave the Extension Service its chance to catch up and organize a long-time educational program which could grow with the progress of the work on the Missouri River and its tributaries.

All this began in 1945 soon after the end of the war, when the Extension Service could start thinking in terms of peacetime agriculture.

It meant, first of all, a period of education for our county extension agents and for many State staff members. Our first realization was that a big slice of our State was heading for a different type of agriculture—a type which few of our extension workers were prepared, by either training or experience, to handle. In fact, we did not know much more about irrigation than did our farm people who, we know, will be looking to us for help when projects are developed.

Arrangements were made by Director E. J. Haslerud to provide a sound foundation for extension activities in connection with Missouri basin development by training extension workers for the job. Since that time two training schools for county extension

agents and staff members have been held, with the training being given by personnel of the Bureau of Reclamation and the Soil Conservation Service. In addition, tours by extension workers to the small irrigation areas already existing in our State were carried out to give extension people first-hand contact with irrigation and other water-use problems.

When it is recognized that a possible 10 percent of the cropland in North Dakota—more than a million acres—may be irrigated when Missouri basin plans are completed, the importance of training extension workers for the coming development was obvious.

With this preliminary work behind it, the North Dakota Extension Service is now in the midst of the first stage of a five-phase program covering initial general information on the river basin and water development projects to the ultimate period when people of the State will be wanting technical help in using the benefits from the development program.

Program Has Five Phases

Following is an outline of the five steps planned in this activity:

First, in this long-time program is general educational work on the water resources development program of the whole State. This involves the kind and scope of the development there is affected by irrigation, power development, flood control, water supplies, and recreation and wildlife development.

In this part of the program, we are endeavoring to acquaint all people of the State with the tremendous importance of the water resources develop-

The basin of the 2,475-mile Missouri River offers many problems in nine States—problems of flood control, development of irrigation agriculture, and of soil and water conservation. A coordinated approach to these problems by both Federal and State agencies is now in the planning stage. The Bureau of Reclamation and the Army Engineers are already at work on structures for navigation, flood control, power development, and irrigation. An interdepartmental committee, including five Federal departments and nine State governors, is working on a comprehensive over-all plan. A Department of Agriculture task force is developing a 6-year work schedule for its contribution. This calls for an intensification of Extension Service activities to acquaint farm people with the plans, progress, and impact of the Missouri Basin development program. How North Dakota is gearing extension activities to include these newer situations is told in this article.

ment program in our State and how rapidly it is progressing. This program is under way at the present time.

Second, in our long-time educational program is general soil conservation educational work over the whole State. This involves maintenance of fertility, vegetative protection of the soil, mechanical protection of the soil, cropping systems, grassland management, hay and pasture development, and the place of livestock in rotation.

It is hoped in this part of the program, in cooperation with the soil conservation districts and county PMA committees, to make farm people of the State conscious of the need for soil and water conservation.

Third, in this long-time program is educational work in the watersheds. This will involve more concentrated soil and water conservation work such as contouring, dams and dam

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Farm Women in Important Role

DOROTHY L. BIGELOW, Associate Editor

The National Home Demonstration Council, meeting in Tulsa, Okla., in October, was organized in 1936 after home demonstration club-women had felt for some time that they would gain great benefit from meeting together once a year with women from other parts of the country. There they could discuss common problems and work out their solutions.

MORE than 600 rural women sat in rapt attention as their speakers talked to them on their theme for 1948—The Rural Woman—A World Citizen. Traveling from 34 States, Puerto Rico, Hawaii, and the Netherlands, these women met at the National Home Demonstration Council in Tulsa, Okla., early in October.

Friendly Oklahoma folks—Director Shawnee Brown; Norma M. Brumbaugh, State home demonstration leader; Mrs. Paul Schmuck, general convention manager and president of the Oklahoma Council of Home Demonstration Clubs; and others—made everyone feel at home. Conversation was easy and everywhere—in the lobby of the hotel, at breakfast, luncheon, and dinner—women from different States many miles distant from each other exchanged ideas.

I was fortunate to be there, for as I listened to the talks and to the reports of the delegates I realized more than ever before what a great influence the rural woman has, not only in her own community but in affairs of the world today. Then I also learned what a really good neighbor she is to her sisters in war-stricken countries.

Woman Takes Her Place

Speaking to them early in the 4-day convention, Dr. Henry G. Bennett, president of Oklahoma A. and M. College, said: "Today the rural woman of America takes her place as an important factor in the world. Not only is this significant for her because of what it implies of more leisurely living, richer experience, and higher thinking; but equally because she is the personification before all women

everywhere of what the application of democratic ideals to social affairs can bring about. The American rural woman exists; and by her existence, on a level so high, so worthy, so satisfying, she proves to the stricken womanhood throughout the world, faltering on the verge of despair and shrinking from reality in horror, that life for womankind can be noble, gentle, decent, and effective. If you carry away from this wonderful convention nothing else, I trust it will be an awakened awareness not only of your fortunate lot among womankind but also of your significance to them. As long as the American rural woman is what she is, does as she does, lives as she lives, there is an irrefutable witness in the world upon which a reasonable hope can be based."

Support United Nations

Mrs. J. Wayne Reiner, of West Virginia, president of the National Council, talking to them about their responsibilities as rural women and world citizens, said each might ask, "What can I do? What do I hold in my hand?" She said, "You can help bring about better relations between women of other lands and our land. Pass along to them some of the things we have—not only clothing and food but also our ideals. We need to support the United Nations. All have a responsibility to know what is going on and must work not only as world citizens but as Christian people to bring about peace."

As one State report after another was read by the State chairman a warm glow of pride was evident on the faces of everyone as they heard

what their own clubs and others were doing to help themselves and also to understand and help families in other countries.

Believing that we are all part of a world community, and that friendship among rural women of all countries will eventually help to improve the relationships between countries, the different home demonstration clubs all over the United States have this year put emphasis on a study of the world food situation and the United Nations as they relate to international understanding and world peace.

Just a few examples of what the clubs are doing to get better acquainted with other countries can be given here. Mrs. J. Homer Remsberg of Maryland, who is chairman of the international affairs committee of the National Home Demonstration Council, reported that clubs are studying the U. N. O. They have collected pennies for friendship to support the international organization, Associated Country Women of the World. They have written thousands of letters to pen friends in other countries and sent thousands and thousands of packages of food and clothing overseas. State home demonstration clubs have sponsored speakers from foreign countries. Among these is Mrs. Rieha Oud, from Haarlem, Holland, who is now in this country. Mrs. Oud spoke at the convention, as did also Mrs. A. Dethmers-Brouwer, of the Netherlands. Mrs. Dethmers is the guest of Miss Laura Lane, associate editor, Country Gentleman.

Foreign Women Study Here

Three States have set up scholarships or fellowships for foreign women. North Dakota raised \$3,200 for a German woman to come to study at their State University and spend a great deal of time visiting farm homes and rural communities to learn as much as she can about rural life in America. Mrs. Aenne Sprengel, Frankfurt, the woman chosen, was associated with Dr. Katherine Holtzclaw in the work of FAO in Germany. New York has sponsored a French woman who is now at Cornell University. She will also observe methods in adult education and extension work. Nebraska has arranged a scholarship for a Chinese girl.

New York has a hospitality network; they meet foreign visitors, and many of them are entertained in homes.

Immediately following the meeting of the National Home Demonstration Council the Country Woman's Council of the U. S. A. met. This council is made up of the organizations in the United States that are members of the Associated Country Women of the World. Many delegates attended both meetings in Tulsa.

Mrs. Raymond Sayre, president of the Associated Country Women of the World, was the main speaker at the National Home Demonstration Council banquet. She said, "The smaller the world and the closer we live together the more Christian grace it is going to take for us to live in one world. All people do not have the same ideas, ideals, or motives. We have to live together gracefully, creatively, and with differences."

Good Homes

Whereas home demonstration clubs may have emphasized better relationship between countries in their 1948 program, the women did not forget that their own homes and the rearing of their children are of the utmost importance. Mrs. O. J. Smyrl, of South Carolina, reporting for the home and community committee, said, "A good home is the sweetest place on earth—the home of future peace and brotherhood of the world. One million good homes can make it unnecessary to fear atomic or any other kind of warfare. It is true that a nation is no greater than its homes. We must strengthen our home life."

Some States reported that clubs were contributing to funds for building girls' cooperative houses on college campuses and for scholarships for girls to learn home economics.

When the committee made up the program of work for 1949 the members agreed that the first of the eight projects should be to "Promote and give major emphasis to a family life program since living together successfully in a family group is basic to good citizenship in the local and world community."

The homemakers' creed of North Dakota is typical of the ideals:

"I believe my home is sacred; a place where love, faith, hope and devotion have their beginning; where each has his rights respected by others; where joys and blessings, sorrows and disappointments are shared in common; where God is revered and honored, fellow men respected and love is law.

"I believe it is my duty to live up to the best that is in me to attain this, to fear things unworthy, to conquer difficulties by daring to attempt them, to be a companion as well as counselor to my family, and to teach and live, love of home, country, fellow man and God."

4-H Family Rally

More than 1,000 Negro 4-H Club members, their parents and friends attended the joint 4-H Family Rally Day program for Halifax and Warren Counties, N. C., reported D. J. Knight, Halifax County Negro farm agent.

Group singing, family progress reports, adult and 4-H quiz contests, and recreational activities were features of the program.

A report on the 3-year progress of the Scotland Neck Curb Market showed that farm commodities brought the sellers a supplementary income for the 3 years of \$12,197.56 during the 2-hour weekly selling time. Leading the produce sales were: Poultry meat, \$4,810.50; other meat, \$2,612.42; and eggs, \$1,213.27.

A Warren County home demonstration leader told how clubwomen had purchased home conveniences with side crops. As an example, a member would grow an acre of tobacco and name it "refrigerator," or an acre of cotton and call it "water system." The profit from the project would be used only to purchase the desired item.

The family quiz contest created much interest as the participants tried to answer 40 farm and home questions asked by the quizmaster. Questions which the contestants could not answer were submitted to the audience.

Wire Recorder Brings Radio to Farm

Hernando County has no radio station. County Agent Harry J. Brinkley, located in Brooksville, Fla., felt that his farmers had taken strides worthy of radio publicity. So, he brought the radio station to the farm.

Contacting the agricultural program director of WFLA in Tampa, Agent Brinkley arranged for him to bring a wire recorder to Brooksville, from whence they journeyed to four farms. At each place a short broadcast was prepared about the pasture and cattle program on that respective farm, with the farmer taking an active place at the mike.

At one farm the broadcast picked up a Pensacola Bahia grass seed combining operation which was described in detail by the farmer who owned the machine, over the clatter and roar of the gears.

This recorded program was so well received that County Agent Brinkley pulled another in the form of an "audience participation" program during a fish fry which followed a recent pasture tour in the county. It looks now as though these monthly on-the-spot programs will become a regular part of the extension program in Hernando County.



Hernando County (Fla.) Agent Harry J. Brinkley interviews Cattlemen J. Ward Smith and J. Hansel Boyd as they combine Pensacola Bahia grass.

The role of CONSUMER EDUCATION

FRANCES SCUDDER, Home Demonstration Leader, New York

Miss Scudder is the home economist on the Extension Marketing Committee. This group, under the chairmanship of Director Bevan of New Hampshire, is working on extension cooperation under the Research and Marketing Act of 1946. Miss Scudder has given particular attention to the role of consumer education. In this article she reviews the four phases which she feels need attention. She brings out the need for a two-way program for producers as well as for consumers and one that challenges the best efforts of home and farm economists working together.



WHAT kind of educational program do consumers want and need?

We have, in the past, done considerable work in this field—enough to make it evident that there are several kinds of marketing problems in which an educational program can provide information that will help consumers to decide what it is they really want. Such a program includes consideration of their specific needs, and their resources, not only of money but of time, skill, home storage facilities, and the like.

At present, there seem to be four major fields of work in which educational programs are needed in order that consumers may buy food more wisely. They are:

(1) Information concerning the availability of various products.

(2) Knowledge of quality differences in food products.

(3) Skill in effective utilization and preparation of food products.

(4) Knowledge of the effect of the market organization and of services on price and quality of food products.

Availability of Food

In many of our large markets practically everything is available most of the time. Not in abundance, not in top quality, not cheap, but there. Many urban consumers have never had a garden or raised a chicken or a pig. Many who have farm background have forgotten when in the season they can expect the supply of any one food to be at its peak, so that quantity buying is to their advantage.

Basic information as to supply will come from several sources, some from Extension, some from other reporting agencies, and some from producers. With the help of various market reporters we can do much to help families have better food at the time when it is in abundance, and to preserve it for future use if we can tell them when perishables are likely to be in peak supply and, equally important, if and when there is deviation from the general forecast in a particular market.

Agents Localize Facts

The provision of localized information about the supply of produce is a service which Extension is particularly able to do well because of our county staffs. Given the general background information and reports on expected supplies for the area, they are in a position to check the actual local supply and to disseminate the information through the many facilities available to them. They also know the particular food likes or preferences of the families in the area, and so are in a strategic position to suggest added or new uses of abundant foods which will have an appeal to the local consumers.

When we come to quality differences we are in a more difficult field. Among many, there are two reasons for this, to which I should like to call attention. First, there are some standards and grades set for food, but frequently these are not indicative of the qualities which concern the consumer. For example, U. S. No. 1 pota-

toes may or may not cook up white. A second reason we have difficulty in getting understanding between producers, handlers, and consumers in this matter of quality is that we do not have a common vocabulary. Words often have a specific meaning to the trade and a very different meaning to the layman. Even so, there is much that can be done through demonstrations, exhibits, visual aids, and discussions to help consumers learn to recognize the common signs of quality in food.

There is also a job to be done to help consumers express their preferences. Much of the good work in this field has offered the consumer the opportunity to indicate a preference of A over B, but that is not necessarily an indication that A is what is wanted, only that it is more desirable than B. There are many who feel that we have not found a way to express a free choice. As our work in consumer education progresses, one of the developments is bound to be provision for an interchange of information and of ideas between producers, handlers, and consumers.

If we are to have an effective program in marketing, consumers need help, not only in knowing what is available and how to recognize quality differences but also how to choose qualities of food suited to their particular needs. One part of this problem is knowing what I have called variety characteristics; another is knowing which qualities of a particular food are best suited for a given use. There is a third kind of knowl-

edge needed, and that is how an abundant and inexpensive food can be used in different ways.

Tomatoes furnish a good example here. There are variety characteristics of tomatoes not yet generally known. In the height of the season, many consumers want a meaty tomato to slice. The nongardener is not familiar with varieties of tomatoes which have this characteristic, nor are tomatoes often sold by variety. Other consumers want tomatoes which will make a quantity of good tomato juice. This, too, depends on variety, but the consumer does not know which variety to ask for.

Different qualities of tomatoes have different uses. I don't suppose we would have nearly as much home-made catsup or chili sauce if every tomato in the basket were top quality; but, fortunately for the consumer who bought them, and for the consumer who likes catsup, there are many good uses for other than top-quality tomatoes. To go a little further, canned tomatoes could well be purchased by many consumers in more than one grade. Many people consider color, fine flavor, and size of piece important if canned tomatoes are to be served just as tomatoes. If canned tomatoes are to be used in soup or stew, none of those qualities is as important, and canned tomatoes lacking them will be satisfactory for the use, and at a lower price, a better choice.

Effect of Market Organization and of Services on Price

The consumer often wants more than food. He wants food plus service. Frequently there is no way for him to know how much the various services add to costs. He knows that he pays for certain obvious services. He may be aware of delivery and credit costs because he can usually choose to have those services or go without them. He may know the approximate difference in cost. There are many marketing costs he does not know. For example, he is often heard to wonder why there is a difference in the price of the same food at different stores.

I am particularly interested in the work being undertaken in some of the

States whereby the market is to be studied by those producing for certain farmers' markets and consumers buying from those markets. It is my hope that as a result of this work to bring about understanding between producer and consumer as to what services are desired and how much it costs to add the various services, we may find both groups interested, and may learn from them about ways of approaching this problem of the relation of costs and services to price, for those who buy in the more highly organized markets.

While we are thinking of the knowledge which the consumer needs, it is so important that we recognize that the consumer has knowledge to give and that he should have an opportunity to participate in two-way conversations with those interested in marketing and with those who produce for the market.

Who will take the initiative in this marketing program with consumers? The answer will come differently from different States. Such a program is, in my opinion, as well as in my experience, dependent upon the resources of both agricultural economics and home economics. Basic training in both fields is rarely found in one individual. However, in many States one individual is going to be charged with primary responsibility for the consumer program. Let him recognize that there is a complementary field of resource that, Extension being what it is, is his for the asking.

Together we can build a program which is sound, rich, and of benefit to the consumer, and eventually and inevitably it will also benefit the handler and the producer.

● Ohio Club Congress brought 500 4-H members to the university. Two periods of guidance testing keynoted the Thirty-first Annual Ohio 4-H Club Congress, September 14-17. The tests were given under the supervision of Associate Dean C. S. Hutchinson, College of Agriculture, who also spoke to the delegates on "What of Your Future?"

1949 Challenges Extension

(Continued from page 3)

proved rural health facilities. They and medical authorities are giving full support to extension health education projects.

The year 1949 will see a greatly increased demand for home economics extension work. To cite only one example: With the passing of critical shortages in building supplies, there will be new buildings and much home remodeling. Home demonstration agents with the help of agricultural engineers, and landscaping and horticultural specialists will be kept mighty busy on this front.

4-H Club work is occupying a more and more prominent spot in the well-planned extension program. In every State, incentive will be given, not only to getting increased membership but in retaining the interest of 4-H Club members as they mature. Continued cooperation in extension programs provides the answer for millions of rural people to a problem facing many people, namely, to keep up with progress in a fast-moving age.

1949 will find a growing interest in the new type of extension program usually called individual farm and home planning. Much is going on in agricultural and nutritional and homemaking research at our agricultural experiment stations as well as at the Agricultural Research Center, Beltsville, Md. Those who have been there recently have seen distinct steps ahead in technology as applied to agriculture. The work going on at these stations will bring changes. It will point the way to necessary adjustments. It will change living, on the farms and in the cities.

It is up to Extension to work with farmers in solving the problems of adjustment that present themselves. One of the most practical methods to accomplish this is through individual farm and home planning, or balanced farming as it is called in many States. The balanced farm and home plan combines the essential ingredients of soil conservation, good farm management, good budgeting, good health, good family living. If Extension could help every farm family put into effect a balanced farm and home plan, what better could we set as our goal?

RECREATION workshops are on their way. Their development is the most significant movement in the recreation field today and a clear indication that professionals and volunteers are willing to cooperate—to forget their differences and pool their thinking and their talent in order for recreation to fulfill its true purpose. Both groups have a vital contribution to make.

In Minnesota and Illinois where workshops are referred to as *Ihduhapi* and *Leisurecraft* camps respectively and affectionately have been going on for 15 years. Interest has developed gradually, and this season 24 such meetings were held throughout the United States.

Attendance at recreational workshops is not keyed to any one organization or agency, but many groups are represented. People get together as people to share and exchange ideas working for a better understanding of their neighbors through music, dramatic arts, nature lore, recreational sports, and camp activities.

Experience Is Shared

Perhaps this development should not be called an organization but rather an organism. Its true function is to feed its participants and to enrich them. Although it is an experience for them, and a valuable one, its true value comes when they share the experience with others—in their school, church, community groups, and even round their own fireside with members of their immediate family.

When we contrast this type of meeting with a conference set up by a specific organization or agency we realize how much valuable time is consumed bickering over points which are not vital—such things as standards and policies, objectives and procedures, and membership.

One reason for the differences, no doubt, is the fact that recreation is so interrelated with practically everything we do and say. Confusion results when we separate it—make it a discipline or a science or art—as we do in other subject-matter fields.

Professionals tend to think of recreation as an end in itself—which is

The RECREATION WORKSHOP—

E. H. (DUKE) REGNIER, Associate Professor, Rural Soc

true in one sense of the word. However, we who are giving leadership in the recreation movement believe that recreation is far more—it is life itself. We are of the opinion that recreation should be interrelated—not just subject-matter bits—and we are not willing to stand by and let professionals fragmentize the individual. Unless local volunteers—people in the community—can understand it in its broad sense, they become confused and, as a result, lose interest.

Recreation workshops can serve as a common meeting ground for professionals and volunteers. The Illinois *Leisurecraft* and *Counseling Camp* was held first in 1935. D. C. Ellinwood and Ralph Kofoed, two Illinois ministers who participated in the *Walden Woods* fellowship (Michigan) enlisted the help of D. E. Lindstrom, professor of rural sociology, University of Illinois College of Agriculture, in setting it up. This past season—the fifteenth year—approximately 100 representatives from schools, churches, parent-teacher groups, youth groups, colleges, universities, and agriculture and home economic extension services from three States met for a week at *East Bay Camp*, Lake Bloomington, Ill. They discussed recreational problems, exchanged ideas and gathered new ones, and shared experiences.

Reports from the field are indicative of the true value of such workshops. Rev. William Bennett, Methodist minister of Tolono, Ill., decided, after attending *Leisurecraft* and *Counseling Camp*, to use the material obtained to enrich the social program of his church. He purchased records of folk songs, square dances, and singing games. He encouraged local leadership within the church group and held training classes. Last season three members of his group enrolled for the *East Bay* meeting.

The influence of Reverend Bennett's church work has spread to other

groups. He is now accepted as a community leader for civic groups and has been appointed chairman of a committee to do something with and for the youth of the community, regardless of denomination.

Charles Bozarth, principal of the grade schools in Fisher, Ill., attended the workshop one year and the next year brought five members of his teaching staff with him. At present he is not only using the information and material gleaned at the conference in his grade-school program but has been asked to inaugurate a monthly "social" for the high school students.

In Jefferson County, Ill., Mrs. Byford Drennan, homemaker, mother and home bureau member, became interested in social recreation work through local leader training schools held by the Extension Service. As a result, she attended *Leisurecraft* and *Counseling Camp* and was instilled with enough confidence to conduct a county recreation school on her own with the help of the farm and home advisers. She plans the recreation program for Family Nights, is active in 4-H Club, and cooperates with Girl Scout groups.

Recreation Is No New Thing

Recreation workshops do not mark the beginning of social recreation in many Midwestern States. Programs were under way long before 1934. For example, R. Bruce Tom, extension sociologist, Ohio State University, has had a continuous program in rural recreation since the middle twenties. His program was one of the few continued throughout the war years.

Father George Nell promoted recreation as early as 1906 in his parish activities in Effingham and Island Grove, Ill. He founded the Co-op-Parish activities service to further the recreation and cultural aspects of rural and urban communities.

a true first aid

ology, Illinois

The Rohrbaughs (Lynn and Katherine), too, established a similar institution at Delaware, Ohio. Most county agents and home demonstration agents are acquainted with the contribution of this cooperative recreation service.

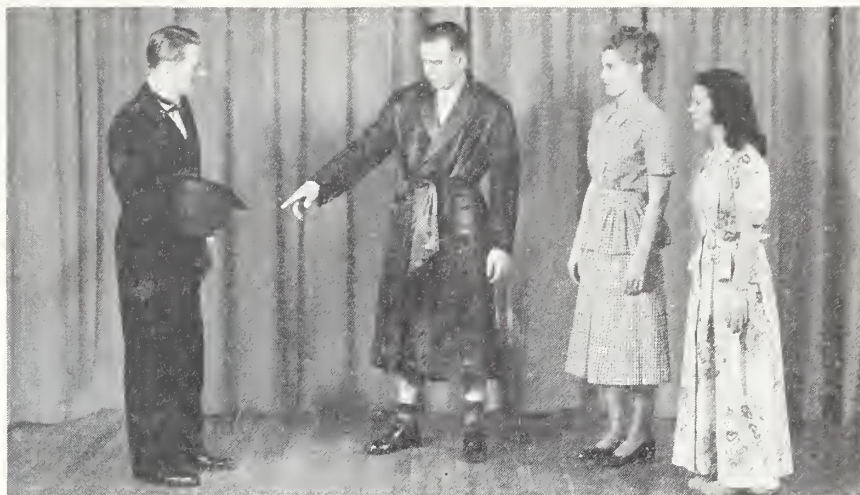
And of course we cannot speak of this movement without mentioning E. O. Harbin, the field workers of the National Recreation Association, and the late Ella Gardner of the Federal Extension Service.

In Illinois, Mrs. Spencer Ewing, homemaker and home bureau member, was in the field in the early twenties—almost as soon as home economics extension work was organized. She advocated planning for recreation meeting by meeting—giving it a definite place in every extension program. She set up a 12-point program which was used by groups in many sections of the State. As early as 1926 local leaders were being trained in recreation work.

Mrs. Ewing also advocated a working library to provide material for leaders and groups to use. She collected books on folklore, dramatics, singing games—on recreation in general. In 1945 she presented her library to the Home Economics Extension Service at the University of Illinois.

The recreation field is broad in scope, and the problem of setting up and implementing a well-balanced program is not a simple one. The solution, in part at least, lies in the mutual aid and assistance of the two groups—professional and volunteer—with tolerance and understanding for the limitations and contributions of each.

If we are to have real recreation, we must work together as people interested in furthering it as a whole, rather than representing one organization or agency. The recreation workshop is a step forward.



(Top): "The First Dress Suit," a one-act play won in county and district contests. (Center): Archery was popular at the Illinois Rural Youth State Camp. (Bottom): "Steel Guitar Rag" was enjoyed at the Music and Drama Festival.

Do you know . . .

REUBEN E. ELLIS, 68 years young this coming May, who has served the farmers of Weakley County, Tenn., for the past 35 years? In a county peculiarly vulnerable to fast, devastating erosion, he has spearheaded effective control work and the reforestation of 4,800 acres which not only hold the soil but swell the cash income as well. His story is told by G. B. Shivery, extension forester, Tennessee.

BRINGING farm families to a realization that trees should be considered as a valuable crop, in addition to their many other advantages, is sometimes a slow process for the agricultural worker. And so it was with County Agent R. E. Ellis, of Weakley County, Tenn.

After 30 years he now can point with pride to many valuable wooded tracts in west Tennessee which grew from his vision and perseverance. "Perseverance" should be underscored, he says, for getting trees planted 30 years ago in west Tennessee really meant clinging to the idea despite every conceivable discouragement.

However, Mr. Ellis has lived to see his reforestation efforts fully justified from both the standpoint of erosion control in an area and from the use of trees to increase farm income. He has had a "box seat" to watch this development, as he is Tennessee's pioneer county agricultural agent, having served Weakley County continuously since 1913.

In the early days, Weakley County was spotted with acres of badly eroded fields which had been abandoned after years of cotton and other row-cropping. Gullies were becoming wider and deeper with each rain, and nonfertile subsoil was washing into the streams and covering fertile bottom lands.

The new agent soon realized the seriousness of erosion. In 1913 he had little outside help. There was no agricultural conservation program, no Soil Conservation Service, no Farm Bureau, or any other agency to cooperate actively with the young county agent. His was an education job from the ground up.

There was, however, a newly organized State Department of Forestry, headed by R. S. Maddox. With the help of State Forester Maddox, the



Reuben E. Ellis and his wife Jeanette in front of their Tennessee home. She was home demonstration agent in the county from 1916 to 1940, when she retired from active service. This husband-and-wife team made all the rural stops in Weakley County, scarcely missing a single family in their various activities.

pioneer county agent preached and demonstrated reforestation.

"Getting farmers themselves to make the plantings was out of the question," he reminisces. "Just getting permission to make the plantings ourselves was quite an accomplishment."

The farmers, however, did not just sit around and watch the planting of the trees. Many of them, once the work was started, cooperated to the extent of using their teams to plow down banks, and doing other tasks.

In addition to his usual demonstrations in pruning fruit trees, laying out terrace lines, and various other seasonal activities, Ellis early cultivated an interest in "workings." These "working" farmer groups under his guidance undertook erosion control, the elimination of gullies, and soil stabilization work generally.

The first step in healing gullies with trees, vines, and grasses was the building of check dams. Hardwood and cedar brush was laid crosswise in the gullies and staked down to check soil-laden currents. Check dams being completed, the next step was sloping the banks; next was planting trees with a mattock. The fourth step—not entirely agreeable at once to farmers—was protecting trees and other vegetative growth from grazing, and protecting against fire.

Reforestation was a bill hard to sell to farmers in those days. They could not see the wisdom of turning back land to forest when many were still clearing land. The land where young trees were planted could not be grazed; the trees were slow-growing, unlike customary "crops." However, the agent's perseverance eventually paid dividends.

By 1921, farmers in the county had set out 23 acres of locust. The growth of the trees was gratifying, and more farmers became interested. With the aid of a man supplied by the State Division of Forestry to work with the Weakley County agent, an increase to 50 acres in locust was attained by the end of the year. Ten to twenty acres were set each year through the 1920's. In 1932 the first acre setting of shortleaf pine was made. Pines—shortleaf and loblolly—in the years following, proved to be the best-adapted species. Although not native to Weakley County, a few trees transplanted earlier had shown pines would thrive there.

The first pine demonstration was established in Tumbling Creek community. In 1933, each of 7 additional farmers was supplied with 1,000 pine seedlings. Today these 15-year-old pine trees are almost as large as the ordinary electric line pole. They are now worth many times the value of the land on which they grew.

Creation of the Civilian Conservation Corps and the Soil Conservation Service provided labor and facilities for setting many more acres to pine and locust. Now there are some 4,800 acres reset to forest trees in Weakley County. Mr. Ellis estimates that an additional 10,000 acres should go back to forest. Some 30,000 seedlings of various kinds will be planted within the coming year.

Science Flashes



What's in the offing on scientific research, as seen by Marion Julia Drown,
Agricultural Research Administration

New Automatic Device Clears Planes of Insects

EVER since the airplane has become an accepted means of travel, it has inadvertently furnished transportation for insects. The short travel time by air has enabled insects to survive on long-distance hops and increases the threat of injurious species invading new territory. Planes from abroad are inspected on arrival at United States airports, and as many as 2,800 species of insects, including 200 or more plant-feeding species new to the United States, have been found as stowaways and destroyed in these inspections.

Aerosol bombs, used extensively during the past few years to "disinsectize" aircraft have been recognized as inadequate for complete protection against insects of importance to agriculture. Several agencies therefore, including the Pan American Sanitary Bureau, the Navy, the United States Public Health Service, the Army, and the Bureau of Entomology and Plant Quarantine, have been working to find a better way to control hitch-hiking insects.

On August 20, 1948, an automatic device was demonstrated in an Army C-47 plane in flight. At the turn of a single switch, an aerosol is released simultaneously through a number of nozzles so located that the insecticide vapor completely fills the plane and comes in contact with all insects that are present. Copper tubing connects the valves containing the nozzles to a central tank from which the aerosol is supplied. A timing device limits the time during which the aerosol is released to a definite period of 3 to 97 seconds. The number of treatments applied is also automatically recorded.

Passengers on the plane are, of course, also subjected to the insecticide vapor. In the demonstration flight the reactions of the officials

present were tested along with those of the mosquitoes, flies, Japanese beetles, and grasshoppers which had been released in the plane. The odor of the material used as a carrier for the insecticide was noticeable for varying lengths of time to the different passengers, but it was not particularly objectionable, and only one sneeze was heard.

The Rutin Story, Continued

EVER SINCE research workers at Eastern Regional Research Laboratory discovered the substance known as rutin in tobacco and, in cooperation with the University of Pennsylvania Medical School, proved its value as a drug beneficial in preventing certain types of hemorrhage in cases of high blood pressure, they have continued working to improve methods of production. First they found that buckwheat was a better and more economical source of rutin than tobacco. After determining that buckwheat plants could be used either green or dried, they developed methods of drying that keep loss of rutin to a minimum. Recently they have improved the process for extracting rutin from either green or dry buckwheat by using hot solvents, which are quicker and more efficient.

In cooperation with the Pennsylvania Agricultural Experiment Station and the Bureau of Plant Industry, Soils, and Agricultural Engineering, new strains of buckwheat with higher percentages of rutin are being developed through breeding. Two new strains promise to be superior in rutin content to the one previously considered best.

Expanding medical uses of the drug include beneficial effects in hemophilia, frostbite, and diseases involving hemorrhages of the eye. Perhaps the most spectacular development is the discovery that rutin is able to protect against the harmful effects of

X-rays. This suggests that it might benefit persons exposed to atomic radiation.

At least 15 manufacturers are making rutin in the United States, and 6 companies are drying buckwheat to supply them with leaf meal. Large quantities of rutin are being exported, and the drug is being manufactured in Europe and Australia. Rutin tablets can now be bought in drug stores in the United States on prescription.

It is expected that eventually 50,000 acres will be required to produce buckwheat for rutin manufacturers. Income to farmers from the crop should total at least \$2,000,000 a year.

Hybrid Chickens Laid More Eggs in Beltsville Experiment

CCROSS-BREEDING experiments with Rhode Island Reds and White Leghorns at Beltsville, Md., resulted in increased egg production by the hybrid birds, reports the Bureau of Animal Industry.

Various methods of breeding were used, and the egg production of the progeny was compared. Crosses were made with Rhode Island Red males and White Leghorn females, inbred and outbred, and with White Leghorn males and Rhode Island Red females. The score was as follows:

	Average annual egg production
Unselected pullets:	
Rhode Island Red.....	219.0
White Leghorn	220.7
Progeny of—	
Rhode Island Red males X White Leghorn females.....	228.8
White Leghorn males X Rhode Island Red females.....	250.0
Inbred Rhode Island Reds.....	139.8
Inbred White Leghorns.....	202.7
Inbred Rhode Island Red males X inbred White Leghorn females....	238.9
Inbred White Leghorn males X in- bred Rhode Island Red females....	255.8

These studies indicate that hybridization may be a very effective means of increasing egg production.

We Study Our



The Greeks Had a Word For It

DIRECTOR WILSON tells how the Greeks announced him when he landed in Greece. They had a hard time finding the exact word to translate *Extension* into Greek. And so they introduced him as the "Director of the Agricultural *Stretching* Service of the United States." Often they used a word meaning "application service" to convey the idea of "the practical application of what science has developed."

Like the Greeks, we are trying to find the right words "to aid in diffusing among the people of the United States useful and practical information on subjects relating to agriculture and home economics, and to encourage the application of the same," as pointed out in the Smith-Lever Act.

Write for Readers

We are trying to find exact words to translate technical jargon into the language of the layman. Some technical concepts cannot be expressed in simple language. We have to screen out these difficult ideas that are beyond the layman's experience or understanding. As Aristotle told the Greeks back in 300 B. C., "Never be more exact than the occasion calls for."

It's a case of starting with readers where they are. If we expect average readers to read extension information we must write for average readers. We must slant our writing to their interests as well as to their needs. We must camouflage what we think they ought to read with what they want to read. We must give them what they want to read in plain talk—in readable writing that is down to earth where people can get hold of it and make use of it.

By readable writing, I don't mean primer stuff, or writing that talks down to people. By readable writing, I mean writing that readers find

easy and interesting to read. The secret of simplification is to gear the concept as well as the language to the interests and capacities of readers. We must talk in adult and simple language and say what we mean in words that convey our meaning.

Words mean different things to different people. I am reminded of the Hoosier 4-H girl who was asked by one of her club members, "What good are vitamins?" To this the young demonstrator replied, "If you don't eat vitamins, you get all dilapidated."

This is a good example of gearing the concept to the level of your audience. Lost to these beginners, would be such abstract words as "Neither growth nor health can be sustained unless the daily foods provide certain essentials which are called vitamins. Research has shown that the vitamins have great importance in many of the vital activities of the body."

Words are our salesmen that get our ideas across. How we use them determines their selling power; whether people will read them or throw them in the waste basket. Our chances of not landing in the waste basket are better if we study our readers and find out what words they can understand, and plan our information accordingly.

Planning on Paper Pays

The more time we spend in planning, the less time we need for writing. The success of our publications depends on how well we plan: (1) What we are going to teach, (2) who are the readers we want to reach, and (3) what we want them to do. Before we write a word of our manuscript we must carefully select, sift, and sort the ideas we want to get across to our readers according to their interests, capacities, and environment.

How well we sell our ideas depends on how clearly we say them. It's not that words in themselves are difficult;

the way we use words often makes them difficult. Word form and word order are important factors that determine why some writing is hard and some easy to read.

Our words will make easier reading if we use: (1) short, simple sentences (with one idea); (2) short, simple words (with few syllables or few prefixes and suffixes); and (3) personal words (generous sprinkling of words referring to people).

These are the basic ingredients of our every-day conversation. When we talk to each other we use short sentences; we say one thing at a time. We use simple, familiar words—usually the simplest word that carries our meaning. We use more verbs than verbal nouns. We're more apt to talk in root words. The root is the concrete core of a word, as in *Extension* from Latin, *tendere*, meaning to stretch. In this root, the Greeks found a word for it that translates *Extension* better than the three-syllable verbal noun itself.

Use Live Verbs

The further we get away from the root of a word (the more prefixes and suffixes we fasten on to the root), the more abstract the word becomes; and the less it communicates to average readers. Too many verbal nouns and participles get in the reader's way; they make writing dense and foggy.

Often we can change verbal nouns to verbs and put people in front of the verbs; then we will "talk" to our readers in active voice, as in conversation. For example, let's translate some economic verbal nouns such as, "production, consumption, and utilization of food was increased this year over last" into "farmers produced, consumed, and utilized more food this year than last." The popularizer gets

even bolder and says, "Farmers raised, ate, and used more food this year than last."

Economists may wince when the popularizer substitutes "ate" for "consumed." But remember, the popularizer is writing for average readers and not economists. The popular writer screens out the difficult concepts that are beyond the laymen's experience or understanding, and uses simpler words accordingly.

Aristotle had the words for it when he said, "Never be more exact than the occasion calls for." The occasion calls for us Extensioners to translate farming and homemaking information into "easy reading" for "the people of the United States." About three-fourths of these people have had 8 years of schooling or less.

Our chances of getting "useful and practical information" over to average (eighth-ninth grade) readers are better if our writing has: (1) Sentences that average about 17 words; (2) words that average about 150 syllables per 100 words; and (3) about 6 personal words per 100 words. These are the figures for Standard (Reader's Digest) level of the New Flesch Readability Formula that we are now using to test Extension bulletins.

It all boils down to simply this: The shorter our sentences, the shorter our words, and the more we refer to people, the easier our writing reads.—*Amy Cowing, Educationist, Division of Field Studies and Training.*

Expansion Under Bankhead-Flannagan Funds

During the first 3 years in which Bankhead-Flannagan funds have been available there has been a net increase of about 2,500 on extension rolls. The biggest single increase consists of 833 additional assistant county agents on the job. On home demonstration staffs about 400 agents and 344 assistants have been added. 4-H Club agents and their assistants now number more than 350 additional workers. With this increased personnel, the Cooperative Extension Service is in a much better position to meet the many educational needs of the coming year.

Have you read...



YOUR SCHOOL DISTRICT, Published by the Department of Rural Education, National Education Association of the United States, 1201—16th St. NW., Washington -6, D. C., 1948. 286 pp.

• Your School District, a bound volume of 286 pages, has just been published. It constitutes the report of the National Commission on School District Reorganization sponsored by the Rural Education Project of the University of Chicago and the Department of Rural Education of the National Association and supported in part by grants from the Farm Foundation and the NEA War and Peace Fund. The report is in the form of a thorough study of the various problems arising in connection with the reorganization of school districts to meet modern needs. Extension agents and leaders who are confronted by some practical questions along these lines will find this report an extremely valuable source of information. Tables contain such important information as requirements, by States, for the selection, qualification, and tenure of school superintendents and composition and selection of county boards of education. Costs and many other factors in school administration are discussed.—*M. L. Wilson, Director of Cooperative Extension Work.*

MACHINES FOR THE FARM, RANCH, AND PLANTATION. Arthur W. Turner and E. J. Johnson. McGraw-Hill Book Co., Inc., New York.

• This book illustrates and describes the new and special machines for producing, harvesting, and conditioning potatoes, sweetpotatoes, sugar beets, sugarcane, peanuts, green crops, hemp, flax, cotton, and tung nuts. It includes tractors, garden tractors, orchard cultivators, buck rakes, elevators, electrical motors, irrigation pumps, airplane dusters and sprayers, soil fumigation equipment, terracers,

graders, post hole augers, grain driers, barn cleaners, and milk coolers, as well as general machines.

The conventional machines and the new equipment are treated in six major classifications: Seedbed preparation machines, crop planting, crop tillage machines, harvest and harvest-handling machines, mechanical power and transportation machines, and general-service machines and barn equipment. Each of the six classifications of machines is treated uniformly under the topics of selection, operation, and reconditioning and storing. Numerous illustrations show the machines in operation and details of the critical parts which need adjustment, servicing, and repair.

Visual Aids Listed

At the end of the text is a list of available visual aids that would be helpful for teaching the history and meaning of machines given in the introduction, showing graphically the trends of farm mechanization, production by farm workers, and other significant developments. Also the introduction orients the reader in the principles of simple machines and power utilization with graphic illustrations of the lever, the inclined plane, the wedge, the screw, blocks and pulleys, and their application with animal, mechanical, and electrical power.

The authors state the purpose of the book is to provide information, suggested procedures, and methods of value to students and teachers of farm mechanics, dealers, service men, and the operators of farms, ranches, and plantations.

Nearly 800 pages of text illustrates and describes these common and special machines for the farm, ranch, and plantation.—*Adam T. Holman, Extension Agricultural Engineer.*

How I Used a FLANNELGRAPH

DOROTHY ARVIDSON, Assistant State 4-H Leader, Indiana, (1947-48
National 4-H Fellowship Student)

A FLANNELGRAPH is one of the most interesting visual aids I have ever used. You make your visual aid as you go by placing flannel-backed pieces on a flannel background.

It Started Like This

Several months ago, I was asked to speak at a district meeting of home demonstration clubs in Culpeper, Va. I was told that the meeting would be in a theater and that approximately 300 people would be present.

Of course, extension workers know from experience that visual aids are a "must." When I received a copy of the program on which I was to appear, I noticed that a movie was being used for another feature. That eliminated the possibility of showing some slides that I had picked out for my talk.

Why Not a Flannelgraph?

Then I remembered that I might make a flannelgraph. I had been asked to speak on the 4-H theme: Creating Better Homes Today for a More Responsible Citizenship Tomorrow. However, I had given as my title "There's No Material Shortage for the Building of 4-H Homes."

I decided I could actually "build a house" for my audience by preparing a flannelgraph; and I figured that it might be a very effective way to get across what I wanted to say.

So I spent the rest of my time in planning, making, and practicing with the flannelgraph. What I said in the speech just naturally took care of itself. I talked about my topic as I "built" the house.

Making the Flannelgraph

This is how I made my flannelgraph: I bought 4 yards of blue cotton outing flannel, 2 yards of white flannel, one jar of rubber cement, and six large sheets of heavy construction

paper (one each of red, yellow, black, and white, and two of pale green).

I cut the blue flannel into pieces of 2 yards each. Then I joined the pieces by lapping over a couple of inches and fastened the flannel to a large piece of wall board. The blue flannel was the "sky." Then I cut out of paper the various parts of the "house," and on the backs of these I used rubber cement to fasten pieces of flannel of the same size. I also lettered with India ink on the pieces that needed information. (Because the background is entirely covered with flannel and flannel is on the backs of all the pieces, the two flannel surfaces will adhere when brought together. Pieces may be placed anywhere on the background. They may be removed by simply pulling them off the flannel background, and other pieces may be put on if you care to continue your talk.) I put on a few pencil guide lines to help me in placing the pieces on the flannel background during my discussion.

Using the Flannelgraph

The "grass" was made in two pieces out of green paper and labeled "4-H Club Work." This was the part I put on first as I gave my talk. Then I added the "foundation" made of yellow and labeled "Boys and Girls." Next I put on the two pieces of side framework made of black paper and added the white pointed label marked "Projects." The roof came next, and it was red with a white pointed label lettered "The Club." I then placed the word "Activities" in the center space. Two green shrubs, outlined in black, were placed on each side of the house, and they represented "Leaders" and "Parents." After putting on each of the pieces, I spoke briefly about how that phase of 4-H Club work contributed to better living.

Surprise Feature

At this point, I asked my audience if I had forgotten anything. Of course,



two or three called out "The chimney!" So I picked up the little red "Chimney" and said: "This stands for the home demonstration agent." And there was an uproar. Then I took just a minute to summarize what I had said.

Just Remember These

Make your flannelgraph big enough for your audience to see. Buy high-quality flannel. Be sure that there is something flat and firm behind your flannel background, such as a piece of wallboard, heavy poster board, two folding screens placed together, or a large blackboard. It is best to incline it a little if possible. Make all lettering large. Use colors that will show up your ideas in the flannelgraph to the best advantage.

I'm "Sold"

With a flannelgraph you can get action, color, suspense, and comedy. And you can't use notes to detract from your presentation—you are too busy putting on pieces of the flannelgraph with your hands. This was my first try at a flannelgraph, but I'm "sold" that it's one of the easiest helps when making a speech!

● **TRIBUTE** to one of New England's pioneer 4-H Club leaders, George L. Farley, known as Uncle George to 4-H Club members all over the country, was paid when the State 4-H All Stars dedicated a bronze plaque commemorating his 25 years of leadership.

Summer Schools Call

A MOST interesting array of courses is available this summer at the four regional short-term schools for extension personnel. Competent, nationally known instructors have been selected. Look over the list and make your plans now to attend. Last summer extension workers from 43 States and 4 foreign countries were in attendance at regional schools. This wide contact is one of the interesting features. Get in touch with the school of your choice from the following list:

Western Region—Colorado A. & M. College, Ft. Collins, Colo.

June 20—July 8, 1949

Extension Philosophy, Objectives and Methods
Basic Evaluation of Extension Work
Rural Sociology for Extension Workers
Agricultural Planning
Principles in the Development of Youth Programs
Principles in the Development of Agricultural Policy

Contact—Director F. A. Anderson, Extension Service, Colorado A. & M. College, Ft. Collins, Colo.

Central Region—University of Wisconsin, Madison, Wis.

June 27—July 15, 1949

Developing Extension Programs
Methods in Extension Education
Basic Evaluation of Extension Work
Social Trends
Supervision Seminar
Management and Relationships in the County Extension Office

Radio and News for Extension Workers
Extension History, Philosophy, and Objectives

Contact—E. A. Jorgensen, Extension Service, College of Agriculture, University of Wisconsin, Madison, Wis.

Northeastern Region—Cornell University, Ithaca, N. Y.

July 11—July 30, 1949

Basic Evaluation of Extension Work
4-H Club Organization and Procedure
Psychology for Extension Workers
News Writing—Public Relations
Farm Management
Adjustments Made by Families To Meet Present Conditions

Contact—L. D. Kelsey, Extension Service, College of Agriculture, Cornell University, Ithaca, N. Y.

Southern Region—University of Arkansas, Fayetteville, Ark.

July 18—August 5, 1949

Extension History, Philosophy, and Objectives
Effective Use of the Press and Radio
Developing Extension Programs
Basic Evaluation of Extension Work
Psychology of Cooperative Extension Teaching
Use of Groups in Extension Work

Contact—Dean Lippert Ellis, College of Agriculture, University of Arkansas, Fayetteville, Ark.

• **NORTH DAKOTA STATE ASSOCIATION** of Soil Conservation District Supervisors at their annual meeting in Bismarck, passed a resolution commending the conservationists of the United States Soil Conservation Service and the county agents of the North Dakota Extension Service for their help in carrying an effective soil and water conservation program to the people.

Social Security

Old-age insurance provisions under the Social Security Act came in for discussion at a series of five meetings held by the Hampshire County Massachusetts Farm Bureau. Mr. Auth of the Holyoke Social Security Office presented the information and answered questions. Ballots were used to determine the reactions of the group and they favored extended social security benefits to both farm help and farm owners in a ratio of 4 to 1.

On Duty in Hawaii

The long poles are of bamboo used to make many things by Hawaiian home demonstration clubs. County Agricultural Agent David Akana, at the right, helps Home Demonstration Agent Mrs. Alice Hancock, at the left, select good poles for her demonstration on using bamboo for decorative dishes, flower holders and other household articles.



A Good Season for Singing

Interest in rural chorus work has thrived in Illinois. Regular rehearsals of 36 choral units for adults and 5 4-H Club groups were held. The adult groups were booked to sing at the DuQuoin Music Camp. Taking part in the camp were 500 singers from all sections of the United States. They also appeared at the Illinois sports festival in August and the State Fair in Springfield.

Exhibits

About 100 Kansas 4-H leaders studied how to build effective exhibits at a training conference. The first session included instruction on the principles of building a good exhibit and the second session was used to give the leaders, divided into small groups, practice in planning and sketching a booth. At the third session these plans were submitted to the whole group.

Research Reviewed by Agents

Nevada Experiment Station and Extension Service workers recently got together to plan range research to help Nevada stockmen.

The meeting was held at the Knoll Creek branch of the station in northern Elko County where tests now under way were gone over and suggestions made as to future development of the program there.

Agricultural agents from most of the counties of the State contributed ideas from their experience with livestock raising in their territories.

From suggestions made at the event, the future program at the station in Elko County will be plotted, according to Director Charles Fleming of the experiment station.

Each agent reported to the ranchers in his county the results of the experiments inspected which might apply locally, as the Knoll Creek area is typical of much of the State's range.

"4-H Mobile"

A "4-H Mobile" has been fitted out in Branch County, Mich. to bring instruction to 9 rural schools and give the younger children the advantages of equipment available in larger schools. With the aid of 4-H Clubs, Donald Eppelheimer, 4-H Club agent, Luella Schrier, home demonstration agent; and E. J. Bodley, superintendent of schools at Bronson, Mich., an old bus was equipped with a heating system, woodworking shop and portable sewing machine. Boys and girls in a 4-H Club leadership project take the bus from school to school helping the younger children.

Advisory Board Meets

The Virginia Negro State Advisory Board found many evidences of a successful program at their fall meeting in Mecklenburg County, September 7 and 8. The 108 delegates attending the meeting were from 39 counties, representing county advisory boards, community clubs, and home demonstration clubs.

Besides the official delegates, some 400 others were on hand to take part in the advisory board meeting. They reported on many different activi-

ties—the educational tour to Washington, D. C., of 40 young men and women from Nansemond County, of 140 interested farmers who visited the 6 corn hybrid demonstrations in Prince Edward County, and of the pasture demonstrations in Albemarle County which have increased more than 3 times the capacity per animal unit. They also reported on the 35 Charlotte County 4-H members who learned how to pack school lunches which taste good and do good, of the 75 men and women in Isle of Wight County who went on a good homes tour to see how running water and bathrooms could be installed and how the front yard can be planted and tended to become a thing of beauty, and of the 500 farmers and leaders who enjoyed the Essex County annual farmers picnic. Not least among the activities was the spring State annual conference of Negro farmers which drew about 3,000 farm men and women to discuss their problems and hear about some of the latest things in farming and home-making.

Some facts about the delegates to the State Advisory Board, which showed them to be leaders in their own right: They owned 79 farms involving 7,800 acres—51 of these farms were signed up in the Soil Conservation Service—in 1948, 442 tons of lime and 144 tons of phosphate were used—they owned 57 beef animals, 210 milk cows, and 884 hogs—73 had electric lights in their homes—49 were conducting adult result demonstrations on their farms and homes—truly a group of leaders in good living on Virginia farms.

New Marketing Service

A State-wide food marketing service for housewives has been inaugurated in New York to give information on future food supplies in an easily usable form for women planning to give the family a good diet at low cost. Marketing and home economics specialists in New York City and Ithaca will gather information on food supplies from many sources and will prepare a report for city and county home demonstration agents, newspapers, radio stations, home economists of public utilities, and other business organizations.

Hawaiian Crafts

Hawaiian crafts highlight this year's program of three Molokai girls clubs in the Territory of Hawaii: the Awapuhi, the Yellow Hibiscus, and the Cup of Gold clubs. The girls are making articles from native seeds, lauhala, wood, bamboo, and other materials. Several kamaaina women are instructing them in these old-time Hawaiian crafts.

Mrs. Alice Hancock, extension home agent on Molokai, says these women are much interested in helping to keep Hawaiian crafts alive, especially the less familiar ones such as work with seeds and pods.

"Although lauhala weaving has become commercialized and is carried on by many persons in areas where the material is available," Mrs. Hancock points out, "some other crafts will be lost unless an effort is made to preserve them."

In olden times seeds and pods were used for making portieres, valances, leis, and other decorative articles.

Obstacles to Program Planning

The biggest obstacle to successful program planning is "considering it 'just another activity' rather than the basis for all extension work," according to the opinion meter survey at the quarterly conference of the Federal staff held in October. The obstacles on which the staff voted were compiled from summaries of 26 workshop reports in which 231 State and county extension workers had participated. The second most important obstacle listed was "failure of extension administrators to set up machinery for correlating programs of specialists."

Divide the Surplus

Larimer County, Colo., home demonstration clubs helped to distribute their garden surplus by telling someone who needs a certain product about a surplus of that item that someone else has in her garden. They established a clearing house for surplus food. Cards were first sent to all club members who indicated what surplus they might have and what they needed and would like to exchange with approximate amounts.

4-H DRESS REVIEW MARKS ANNIVERSARY

TWENTY-FIVE years makes a difference in some things, but girls have the same enthusiasm for a new dress. They followed the styles then, and they do now, but look at the difference.

The silver anniversary of the first 4-H dress review in McCulloch County, Tex., proved to be a gala affair with many interesting angles.

In the first place, Home Demonstration Agent Mae Belle Smith who put on the first style show came over from Uvalde where she now is district agent. The first style show judge, Mayesie Malone, now home demonstration agent in Brown County, Tex., also came back to judge the dresses of 25 years later.

Today's girls put on a snappy style show, showing the progress which 4-H Clubs have made in the number taking part and in the scope of the work done by the girls.

Those active in the work 25 years ago put on another style show of their own afterwards, modeling costumes of that era. Miss Smith brought back for inspection the bonnet which her 4-H girls had given her "to keep her from getting so black" when she drove her model T. She also reminisced about the reprimand she received for trying to break her neck driving in 1 hour and 35 minutes a distance which she easily drove in 20 minutes coming to the dress review.

Yes, 25 years makes a difference in many ways; but girls still like new dresses, and 4-H Clubs are doing a better and better job in teaching girls the "ins and outs" of the clothing problem.

The review was staged as a skit in which a young lady looking for a job finds that her appearance is against her. She is advised to go to the 4-H dress review for ideas on correct clothing. There she learns the value of good grooming as well as how to wear becoming and appropriate clothes. After this object lesson, the girl improves her appearance and gets her job.



Mae Belle Smith, home demonstration agent in McCulloch County when the first dress review was put on 25 years ago, now district agent; Mrs. Tom Penn, the winner in the first dress review, still has her knack with clothes; Mayesie Malone, home demonstration agent in Brown County, Tex., who judged both the current dress review and that of 25 years ago; Joan Tctens, the current winner; and Doris Newman, the present home demonstration agent in McCulloch County.



Contrasting with the 4-H dresses modeled by McCulloch County, Tex., 4-H girls of 25 years ago are the 1948 model dresses worn by these stylish young ladies at their county dress review.

Veteran Again Rings the Bell

"Uncle John" White, hale and hearty at 74, is still serving the farmers of Oklahoma as he did when he first started county agent work back in 1911. One of his recent milestones is the publication of the Farmer's Handbook which he has completed since retiring from active duty in 1946. Twenty years of carefully collected material went into its creation. In 440 pages of valuable advice is intended to do for the farmer what the cookbook does for his wife.

When he started work back in 1911 he had to furnish his own team and buggy to visit the farmers, but he was the first agent in Oklahoma to use an automobile in his work. "At first," he says, "farmers were all afraid of agents. I spent about half of my time telling what kind of an agent I was, and the farmers were hard to convince that I wasn't after their money. They had a lot of experience with agents who wanted to sell them medicine and merchandise." His life and work have contributed to the respect and confidence which rural peo-



"Uncle John" White

ple today give to their new extension agents.

He was one of the first agents to carry on a 5-year farm program; he held the first free fair in the State at McAlester; and he is still pioneering in the interests of the rural people of Oklahoma, as his latest accomplishment, the handbook, proves.

North Dakota Gears in with Missouri Valley Development Program

(Continued from page 7)

construction, grassing, diversion terraces, cropping systems, and rotations, and fitting livestock into the watershed rotation.

The fourth part of the long-time program will be that of educational work in the irrigation areas just prior to putting on water. This will involve size of farm, irrigation farm lay-outs, relation of irrigation to dryland farming, cropping systems and rotations, water management, equipment, buildings and machinery, electrification requirements, credits, forestry, and tree planting.

The fifth part of our educational program is educational work in the irrigation areas after water is on. This will involve cropping systems and rotations, water management, livestock, electrification, drainage, work with homemakers, youth and commu-

nity life development, and marketing of farm products.

Starting September 27, 1948, the Extension Service prepared and presented a series of five State-wide radio broadcasts covering all phases of water resource development and pointing out the benefits the public might expect in the form of irrigation, electric power, improved municipal and industrial water supplies, recreation and wildlife, and flood control. Speakers on these broadcasts included the Governor and other officials and authorities connected with the water program.

In September and October, 27 county meetings were organized by county extension agents to bring information with a local application to people who were not informed on the various aspects of the program. During the late fall similar meetings were held and will continue to be held dur-

ing the winter. Opportunity is being taken wherever possible to describe the scope and nature of the water development projects to people throughout the State. People want to know what will be done, how it will affect them and their communities, how they can prepare themselves to benefit from it, and when results can be expected.

The North Dakota Extension Service feels it has launched itself on a tremendous and far-reaching program—one in which the work of the Extension Service must be timed with the growth of the development and one which will require constant preparation on the part of extension people to make the service useful and effective in the interests of North Dakota people.

In Sympathy

Sudden death has claimed a number of able extension workers who, during their lives, contributed a great deal to the stature of Extension and to the happiness and welfare of the rural people whom they served. PAUL LATIMER, county club agent in Windham County, Conn., passed away while assisting with the State 4-H dairy judging contest at Farm and Home Week. * * * GEORGE MARVIN, county agent for the northern district of the Island of Hawaii for 13 years, was found dead in his mountainside home near Kamuela. He was especially active in promoting better marketing practices and introduced several vegetable varieties that became big money crops for the farmers. * * * Assistant Extension Editor A. J. PATCH, of Ohio, died suddenly in the game room of the Faculty Club. He was a native of Michigan and served as county agent and assistant extension editor in Michigan before joining the Ohio staff. * * * FRANCIS MURRAY, Indiana assistant extension editor, died at the age of 44. Just prior to his death, he helped Norman Rockwell in locating subjects for his Saturday Evening Post feature of the County Agent. * * * Death claimed a veteran of Michigan Extension in the person of WARD C. ANDREWS, who has served the people of Michigan for 23 years as county agent. * * *

About People...



● Citizens of the Week, **MAGDALENE HEIBERG CLAUSSEN** and **MERRILL S. BURKE**, county home and agricultural agents of Stutsman County, N. Dak. * * * So nominated and commended in an editorial in the Jamestown Sun (July 28, 1948), for outstanding contributions to youth, homemakers, and farmers. Concludes the editorial: "The accomplishments of Mrs. Claussen and Mr. Burke * * * are many, varied, and so much worth while, they have been selected as Citizens of the Week."

● Destination Denmark and a year's study at the American Graduate School in Copenhagen was in store for Danish-descent **MARIE B. FOG** when she embarked from the States last September. Mountrail County (N. Dak.) home demonstration agent, Miss Fog is one of a group of American students selected by the American-Scandinavian Foundation.

● For a busy, industrious county agent come new civic responsibilities. **L. W. ALFORD**, Walterboro, S. C., secretary-treasurer of the local Lions



Club since 1935 and president of the South Carolina County Agents Association for 3 years, is now chosen governor for District T Ruritan National. Similar to other civic associations, Ruritan's membership is composed of half farmers, half businessmen. Comments County Agent Alford: "Sometimes the work an agent does outside his field of duty is about as important as his regular activities."

● "Let's do something for **AL HACKER**," someone ventured aloud and nearly a thousand Lehigh County, Pa. farmers and friends of agriculture responded with a special program on August 18 to honor their county agent. Al had served them for 32 years. For Al, a wrist watch with diamond numerals. For Mr. and Mrs. Hacker, silver and a travel fund; and for Extension, the esteem and appreciation of the people whom it serves.

● "A county farm agent's life is not to be envied. He is blamed for bugs, droughts, and hens that don't lay," commences an editorial in The Dallas Morning News (July 28, 1948) that pays tribute to **A. B. JOLLEY**, Dallas County (Tex.) agent. The editorial springs from a petition by business and agricultural leaders to increase Jolley's salary. And, in conclusion, a paean to a hard-working agent: "Jolley, were he not obsessed with his own job, could be making twice what he gets. He is that expert and competent * * *. He has been an invaluable public servant."

● The life of a home demonstration agent can be packed as full of adventure as that of the early settlers. **MARY ELIZABETH YEARGAN**, Macon County (Tenn.) home agent, was returning from a 4-H Club meeting last spring. As she was recrossing a creek forded earlier without difficulty, her automobile became stuck in loose

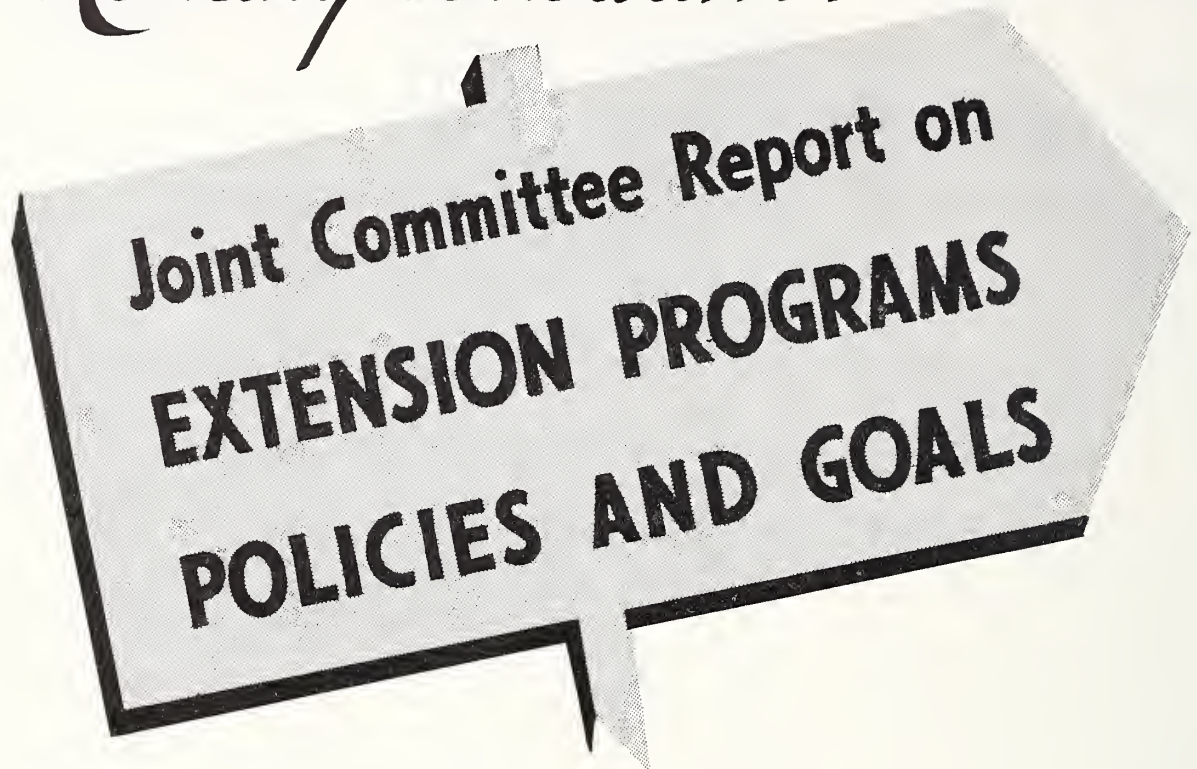
gravel. Ere long, the headwaters came rumbling down. With the swift-flowing water covering half the car, it was necessary to anchor it with log chains to a nearby tree to prevent it from being washed along with the current.

● **MRS. EDITH MAE HUGHES**, New Mexico nutritionist, resigned her position on September 11 and has moved to Las Vegas where her husband is in business. Before joining the State staff, Mrs. Hughes served as Quay County home demonstration agent for 3 years.

● "Please, Mister Colleague, accept my personal cordial congratulations and my most friendly regards," is an excerpt from a letter from **B. D. Krimbas**, Rector, President of the Council of Professors, Agricultural College of Athens, Greece, to Director **M. L. WILSON**. The occasion was to inform M. L. that he had been proclaimed Professor of the College of Agriculture of Athens, Honoris Causa, by the General Assembly of the Professors of the Superior School (College) of Agriculture, in recognition of his services to Greece and Greek Agriculture, and to the Higher Technical Agricultural Institution.

● Fifty-eight members of the Junior Farmers Association of Ontario, Canada, visited New York State September 27-29 to study farm and home practices, meet with older youth groups, and visit Cornell. The Club has been working for some time to earn more than \$1,000 to help cover expenses. Stops were made in Watertown, Ithaca, Watkins Glen, the Robson Seed Farm, and two other farms in western New York. Lacey Woodward, district agent, older rural youth, has arranged a campus tour at Ithaca, and other district agents and county agents are assisting all along the way.

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